

January 29, 2020

Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, D.C. 20268

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2020 FEB -4 P 4:21

POSTAL REGULATORY
COMMISSION
UNITED STATES OF AMERICA



Dear Commissioners:

On behalf of the Foodbank of Santa Barbara County and the 191,847 residents we serve who face food insecurity, hunger, and poor health, I am writing to urge you to reconsider your proposal to increase postage rates. These increases will have a negative impact on our ability to provide essential healthy groceries and needed nutrition education.

Direct mail campaigns are crucial for our ability to meet our fundraising needs. Today, direct mail generates approximately 12.8% of our income from public donations and is an incredibly important tool for community education. In 2018-2019 fiscal year, we spent more than \$23,000 on outgoing postage and generated over \$3,000 in return postage.

Fulfilling our mission requires that we operate as efficiently as possible. The Foodbank of Santa Barbara County is not able to increase our budget to keep pace with postage increases totaling 40 percent over the next five years. As a result, our only solution will be to reduce the amount of mail we send. Such a reduction will lead to less revenue, limiting our reach and reducing the amount our organization can spend on critical food programs. The Foodbank of Santa Barbara County urges the Postal Regulatory Commission to reconsider its proposal.

Thank for your consideration of this important issue.

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